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Quarterly Progress Report

September - November 2015



December 2015

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Quarterly Progress Report

Head Safe. Helmet On.

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Acronyms

AIP	Asia Injury Prevention
APHA	American Public Health Association
BCC	Behavior Change Communications
CEO	Chief Executive Officer
CDC	United States Centers for Disease Control and Prevention
CRSWG	Commune Road Safety Working Group
EEC	Enabling Environment Campaign
FGD	Focus Group Discussion
HI	Handicap International
HSHO	Head Safe. Helmet On.
IDI	In-depth Interview
IEC	Information, Education and Communications
M&E	Monitoring and Evaluation
NGO	Non-Governmental Organization
RCVIS	Road Crash and Victim Information System
SBP	School-Based Program
SDG	Sustainable Development Goal
UN	United Nations
USAID-DIV	United States Agency for International Development, Development Innovation Ventures
US CDC	United States Centers for Disease Control and Prevention
UYFC	Union of Youth Federations of Cambodia

1. Executive Summary

This sixth quarterly progress report covers the implementation period from September 1st to November 30th, 2015 of the “Head Safe. Helmet On.” (HSHO) project in Cambodia, supported by the United States Agency for International Development’s Development Innovation Ventures (USAID-DIV) Grant No. AID-OAA-F-15-00012 to AIP Foundation. HSHO is a two-year program with the overall objective of preventing thousands of unnecessary road crash injuries and fatalities and saving Cambodia millions of dollars otherwise lost. Activities are targeted towards primary school students and teachers, and motorcycle passengers aged 15-44 years of age in three Cambodian provinces: Phnom Penh, Kampong Speu and Kandal. Project implementation period is from June 1, 2014 to June 1, 2016.

Notably during the reporting period, the Cambodian Government confirmed January 1st, 2016 as the start date for stringent enforcement for the new passenger helmet law (promulgated January 2015), with fines for non-helmeted passengers five times higher than previously set. During the next quarter, for the month of December, AIP Foundation will run a “countdown campaign” supplementary to HSHO and intensify awareness raising and stakeholder commitment to enforcement start.

In this context, the HSHO team continued its efforts to effectively implement HSHO activities for each of its three programmatic components:

1. **School-Based Program (SBP)** aims to increase helmet use and road safety skills at 18 target schools by providing quality helmets and road safety education to all students and teachers while reinforcing messages through various interactive activities that also engage parents and other stakeholders.
 2. During the quarter, the SBP team focused on the start of the second school year under HSHO, which began in Cambodia on November 1st, 2015.
3. **Behavior Change Communications (BCC)** seeks to raise awareness on the importance of motorcycle passenger helmet use, including for children, and improve related attitudes and behavior through mass media, as well as street- and commune-based campaigns.
 - During the quarter, BCC revised its television and radio commercials to bring into focus the upcoming enforcement date of January 1st, 2016 for the passenger helmet law. HSHO gained unanimous support for the revised BCC tagline (“From January 1st, 2016, police will fine 15,000 RIELS for each non-helmeted person”) from government stakeholders and other road safety NGOs.
4. **Enabling Environment Campaign (EEC)** aims to support the commitment towards and effectiveness of enforcement of the newly-passed passenger helmet law by continuously engaging relevant stakeholders in meetings, workshops and study tours, as well as producing

complementary advocacy materials.

- During the quarter, the EEC team saw final approval by the General Commissariat of the National Police of the National Passenger Helmet Enforcement Action Plan. Keen progress is underway to finalize corresponding district-level action plans in HSHO target provinces.

2. Quarterly Progress

The HSHO team continues to make solid progress towards the fulfillment of project objectives, having completed most activities planned for the quarter. These activities are outlined and elaborated upon as follows:

2.1 Initial Program Activities

2.1.1. Project Preparation and Launch

- 1.1. New Staff Recruitment

2.2 Program Components

2.2.1. School-Based Program (SBP)

- 2.1 School Selection and Planning Meetings
- 2.2. Helmet Production
- 2.3 Teacher Activities
- 2.4 Ceremonies and Events
- 2.5 Parent Activities
- 2.6 Public Awareness Activities

2.2.2. Behavior Change Communications (BCC)

- 3.1 BCC Materials Development
- 3.2 Mass Media Campaigns
- 3.3 Street-Based Campaign
- 3.4 Commune-Based Campaign

2.2.3. Enabling Environment Campaign (EEC)

- 4.1 Policy Briefs and Advocacy Meetings
- 4.2 Nation-wide Activities
- 4.4 Commune-Wide Activities

2.3. Cross-Cutting Activities

2.3.1. Monitoring and Evaluation (M&E)

- 5.1 SBP M&E
- 5.2 BCC M&E
- 5.3 EEC M&E
- 5.4 Project-Wide M&E

2.3.2. Materials Development

2.3.3. Procurement

2.1. Initial Project Activities

2.1.1 Preparation and Project Launch

Numerous activities and tasks were completed in order to recruit or appoint new staff for the HSHO team, as the reporting period saw staff departure from the Finance Assistant, SBP Assistant, and Monitoring and Evaluation (M&E) Manager roles.

1.1 New Staff Recruitment

1.1.1 Hire and Provide Orientation for New Staff

AIP Foundation's Ho Chi Minh City-based M&E Manager left his role in late September, and a replacement has since been recruited, interviewed, and hired effective November 2nd, 2015. An orientation specific to HSHO M&E was held on November 30th, 2015 between the newly hired manager and Cambodia Country Director.

In October 2015, AIP Foundation's Cambodia-based Finance Assistant and HSHO's SBP Assistant left their roles. For both, recruitment periods are concluded; interviews with top candidates as well as written examinations are complete. Hiring decisions are expected by early December.

2.2. Program Components

2.2.1 School-Based Program (SBP)

During the reporting period, the SBP team focused on the start of the second school year under HSHO, which began in Cambodia on November 1st, 2015.

2.1 School Selection and Planning Meetings

2.1.3 Develop School Implementation Plans and Host Planning Meetings

In October 2015, SBP team held meetings with staff from target schools as well as offices of education to re-evaluate their respective implementation plans based off of year one results. The aim was to identify school-specific strengths, weaknesses, and recommendations that will be incorporated into year two plans, in order to refine and improve implementation wherever possible. Refresher training workshops, to be held in December 2015, will provide teachers with hands-on guidance in refining their activities accordingly (see 2.3.1).

2.2 Helmet Production

2.2.2 Design, Order, Produce, and Ship Helmets

In November 2015, the SBP team contacted all target schools to determine the exact numbers of new-entry students for the second school year under HSHO, as they will be the recipients of new helmet donations. Exact numbers totaling 4242 are identified in Table 1 below alongside the scheduled dates for helmet handovers.

A new purchase order for the helmets is no longer planned, as the HSHO team will utilize the remaining helmets originally acquired for subsidized distribution under BCC, but not distributed due to unexpectedly low turnout for vouchers in target areas. Correct sizes for students and teachers will be ensured.

Table 1 December Helmet Handovers

Primary School	Date	Host	Student Helmets			Teacher Helmets	Total Helmets
			S	M	L	L	
Phnom Penh							
Hun Neang Tuol Tumpong II	December 15	Commune councils	211	32	19	2	264
Toul Svay Prey	December 15	Commune councils	211	30	40	0	281
Hun Neang Boeung Trabaek East	December 15	Commune councils	323	18	12	2	355
Chbar Ampov I	December 15	Commune councils	573	26	21	0	620
Veal Sbov	December 09	Commune councils	70	9	2	0	81
Prek Eng	December 09	H.E Lieutenant General Him Yan, Deputy Commissioner General of the National Police	233	18	19	0	270
Kandal							
Banthey Daek	December 16	Commune councils	212	3	0	4	219
Prek Ho	December 16	Commune councils	148	9	8	0	165
Prek Tapeou	December 16	Commune councils	272	22	11	1	306
Bun Rany Hun Sen Kropour Ha	December 16	Commune councils	261	22	10	0	293
Korki Thom	December 16	Commune councils	159	25	11	2	197
Sdao Kanleng	December 16	Commune councils	178	18	11	2	209

<i>Kampong Speu</i>							
Sante Pheap	December 23	Commune councils	166	10	10	0	186
Kandoul Dom	December 23	Commune councils	160	10	5	0	175
Ang Serey	December 23	Commune councils	150	10	10	0	170
Ang Metrey	December 17	Commune councils	93	7	14	0	114
Cham Bak	December 17	Commune councils	107	24	14	0	145
Prey Pdao	December 17	Commune councils	161	17	12	2	192
Total							4242

2.3 Teacher Activities

2.3.1 Organize Teacher Trainer Workshops

Due to tight schedules across target schools surrounding the November 1st start date of the school year in Cambodia, school management requested that HSHO re-schedule refresher workshops for December 2015, rather than October as originally planned.

2.3.2 Select and Meet with School Coordinators

Meetings with school coordinators to discuss tasks for the second year under HSHO will be conducted in December 2015 and reported in the next quarter, following the slight postponement of teacher training workshops (see 2.3.1.).

2.4 Ceremonies and Events

2.4.1 Design, Order, and Print Communications Materials

The SBP team is working closely with AIP Foundation's Communications team to finalize the backdrop for the December handover ceremonies (see 2.2.2; Table 1).

2.4.2 Promote Attendance

The SBP team is in close contact with the schools, communities and local authorities to secure attendance at the December helmet handovers. Respective commune chiefs or their representatives are invited to chair the local December ceremonies at the schools.

Please also see 3.2.1, regarding a larger joint event to launch year-two SBP and BCC.

2.4.3 Prepare Ceremony and Event Activities

The HSHO team has drafted agendas and verbally confirmed with school coordinators at all 18 target schools about the December handover ceremonies. During each event, VIP guests from among local authorities will be invited to deliver remarks, partake in in-class activities, and symbolically place the new, quality helmets on the heads of approximately 10 new-entry students.

2.4.4 Organize Ceremonies and Events

See 2.2.2., Table 1. Helmet handover ceremonies and event activities for new-entry students at all 18 target schools are scheduled for December 2015.

2.5 Parent Activities

2.5.1 Distribute Parent Commitment Letters and Flyers

The HSHO team intends to distribute flyers and parent commitment letters at all helmet handover ceremonies in December. Signed letters will be retrieved within the same month to ensure parents' involvement for year two SBP activities.

2.7 Public Awareness Activities

2.7.1 Install and Display Helmet Use Billboards

During the reporting period, HSHO team followed up with the target schools, all 18 of which confirmed that the helmet use billboards installed for year one remain in good condition for continued use. No repairs or replacements are necessary at this time.

2.7.2 Hang and Display Helmet Use Posters

As with the billboards (see 2.7.1), helmet use posters from year one remain displayed and in good condition for continued use across target schools. No repairs or replacements are necessary at this time.

2.2.2 Behavior Change Communications (BCC)

During the quarter, the BCC team revised its television and radio commercials to bring into focus the upcoming enforcement date of passenger helmet law. HSHO gained unanimous support for the revised BCC tagline ("From January 1st, 2016, police will fine 15,000 Riels for each non-helmeted person") from government stakeholders and other road safety NGOs.

3.1 BCC Materials Development

3.1.1 Design and Produce BCC Materials



The revised TV commercial end-frame

A local creative agency, Comzone, was contracted on October 6th, 2015 to revise the BCC materials according to the findings of the August 2015 mid-term evaluation, which indicated high public recall rates of the original BCC concept as well as direct relevance to ongoing public attitudes toward helmet use. This required the procurement of original materials from the 17 Triggers creative agency. Revisions by Comzone comprised of: new voiceovers for the television and radio commercial; and, a new tagline and end-frame (see image above) emphasizing the upcoming passenger helmet law enforcement, expected to begin January 1st, 2016. The new tagline reads, “From January 1st, 2016, police will fine 15,000 Riels for each non-helmeted person”. The revised materials still include the original tagline, “Protect your passengers’ lives. Make sure they wear helmets.” As in the original materials, there is also a focus on the importance of child helmet use through the storyline. Please see Annex II. Revised BCC Storyboard.

Based off of the revision, AIP Foundation’s Communications team is developing t-shirts, updated billboards (3.2.7), long banners (3.2.8), and tuk-tuk panels (3.2.9).

3.1.2 Host Consultative Stakeholder Meeting to Review BCC Materials



AIP Foundation gains official support for campaign messages

On October 22nd 2015, the BCC team successfully held a consultative stakeholder meeting to gain feedback and final approval of the revised BCC messages (see 3.1.1) from key governmental

stakeholders. The meeting was presided over by the Secretary General of the National Road Safety Committee alongside senior representatives from the National Police. Sixteen participants from relevant ministries and institutions, and 16 reporters from 11 different media outlets attended the event. Participants came to unanimously agree on the revised tagline. Additionally, they discussed and recommended ways of broadly spreading this new message, especially ahead of the January 2016 start of enforcement of the passenger helmet law.

On October 28th, the BCC team held a consultative meeting with four representatives from local road safety NGOs. After an engaging discussion, the NGO stakeholders gave unanimous support to the revised BCC television and radio scripts.

3.2 Mass Media Campaign

3.2.1 Host Press Conferences

The HSHO team will combine the launch of revised BCC materials with second-year SBP and at one larger event scheduled for December 9th, 2015, initiating a countdown to January 2016 start of enforcement for the passenger helmet law. The joint event will present progress made in these HSHO project components, and importantly leverage the occasion to call public attention to upcoming enforcement. A senior representative from the National Police of Cambodia and around 300 participants from government, civil society organizations, media institutions, teachers, students, parents, commune road safety working group members, and project's sponsors are invited to the event. The launch will be held at HSHO's Prek Eng Primary School in Phnom Penh and will include road safety activities in the classroom, a countdown launch for passenger law enforcement, street-based and door-to-door activities.

BCC materials are being prepared for the launch: t-shirts, tuk tuk panels, updated billboards (3.2.7), and long banners (3.2.8).

3.2.2 Coordinate Public Relations Campaign

From December, the revised BCC materials will be broadcast across several media channels (see 3.2.3).

In order to reinforce BCC messages, the HSHO team is planning a series of editorials in support of motorcycle passenger helmet law enforcement; procurement is underway for a short-term media consultant to produce three editorials, tentatively as follows: (i) upcoming motorcycle passenger helmet law enforcement (December 2015 publication); (ii) inclusion of children in the enforcement of fines for non-helmeted motorcycle passengers (anticipated April 2016 publication; and, (iii) human-interest story highlighting the impact of helmet law enforcement (anticipated May 2016 publication). These will appeal to everyday road users by highlighting how helmet laws and their effective enforcement are life-saving and necessary.

3.2.3 Air Television Commercial

AIP Foundation is in the process of procuring an agency to air the second phase of BCC TV and radio

commercials, from early December 2015 until March 2016. The selected agency will suggest TV and radio stations that most reach AIP Foundation's target province to air the commercials and the agency will develop a media plan for the airing accordingly.

3.2.4 Produce and Air Televised Roundtable Discussions

BCC team selected the National Television of Cambodia to air its roundtable discussion on passenger helmet law enforcement, and filming has started. The Secretary General of the National Road Safety Committee, Deputy Commissioner General of the National Police of Cambodia, and AIP Foundation's Cambodia Country Director are to participate in the discussion. The discussion will air once a month from December 2015 to March 2016.

3.2.5 Air Radio Commercial

Please refer to 3.2.3.

3.2.6 Produce and Air Radio Talk Shows

BCC team selected Radio 102MH2 to produce and air live radio talk shows focused on the enforcement of the passenger helmet law. The talk shows will convene representatives from AIP Foundation, government institutions, road safety organizations, and community members. Live airing will take place once per month from December 2015 to March 2016.

3.2.7 Install and Display Billboards

Billboard skins with revised BCC messages are being developed and will be posted in the three target districts during the next reporting period. AIP Foundation is also working to replace one billboard destroyed by summer storms last quarter.

3.2.8 Hang and Display Long Banners

Long banners are being developed with the revised BCC messages. They will be hung and displayed in each six target districts during the campaign activities, such as street-based and community-based education activities, from December 2015.

3.3 Street-Based Campaign

3.3.1 Organize Campaign Days with Flyers and Helmet Vouchers

One street-based activity remained to be completed from the previous quarter. It was held on September 3rd, 2015 in Chbar Ampov 1 Commune of Chbar Ampov District in Phnom Penh. Police

stopped motorcycles with non-helmeted passengers and volunteers provided them with flyers containing BCC messages and helmet use statistics.

3.4 Commune-Based Campaign

3.4.1 Organize Commune-Wide Activities

BCC team is supporting the 18 Commune Road Safety Working Groups (CRSWGs) in target communes to organize one commune-wide activity each, from December 2015, coinciding with the “countdown campaign”. The activities will aim to inform respective community members about the upcoming passenger helmet law enforcement, the dangers of not wearing a helmet, and other road safety issues. In each commune, the community members will gather in a public place to debate traffic laws, road safety and passenger helmet issues; then some of them will travel along the streets to disseminate information to villagers at other gathering places such as markets, village stores, and farms.

3.4.3 Organize Door-to-Door Campaign

The 11 activities remaining from the previous quarter were completed with CRSWG members disseminating flyers in HSHO target areas, as outlined in Table 2 below. Approximately 330 flyers were distributed.

Table 2 Door-to-Door Activities

Date	Commune	District	Province
September 3 rd	Chbar Ampov 1	Chbar Ampov	Phnom Penh
	Veal Sbov	Chbar Ampov	Phnom Penh
September 10 th	Boeng Trabek	Chamkar Morn	Phnom Penh
September 12 th	Banteay Dek	Kien Svay	Kandal
September 16 th	Deum Mean	Takhmao	Kandal
	Preak Russie	Takhmao	Kandal
September 21 st	Toul Tumpoung II	Chamkar Morn	Phnom Penh
September 25 th	Kandol Dom	Chbar Morn	Kampong Speu
September 25 th	Rokar Thom	Chbar Morn	Kampong Speu
September 25 th	Sopore Tep	Chbar Morn	Kampong Speu
October 2 nd	Prek Eng	Chbar Ampov	Phnom Penh

3.4.4 Distribute Flyers in Common Areas

The BCC team worked with CRSWGs to identify strategic distribution points across target communes for the distribution of flyers, from December 2015 to March 2016.

2.2.3. Enabling Environment Campaign (EEC)

Notably during the quarter, the EEC team saw final approval by the General Commissariat of the National Police of the National Passenger Helmet Enforcement Action Plan. Keen progress is being made to finalize corresponding district-level action plans in HSHO target provinces.

4.1 Policy Briefs and Advocacy Meetings

4.1.1. Disseminate Policy Briefs

The HSHO team produced a fourth policy brief titled, “Cambodia’s Road Crisis: Effective enforcement of the passenger helmet law must include children.” (see Annex III) This came in light of the government’s exclusion of children from the sub-decree on fines for non-helmeted motorcycle passengers. The policy brief makes a case for the inclusion of children as especially vulnerable road users who require protection by the law. Translated in both Khmer and English, the policy brief was disseminated at the last district-level workshop (see 4.3.1) as well as via email to participants of previous workshops. It is also being shared more widely with national and international stakeholders.

4.2 Nation-Wide Activities

4.2.1 Host Nation-Wide Stakeholder Workshop



AIP Foundation staff bring together key actors to discuss the passenger helmet law

On September 29th, 2015, HSHO held a second nationwide stakeholder workshop in Phnom Penh, gathering 34 participants from national and provincial government institutions, development partners, the private sector and media. The workshop updated stakeholders on HSHO progress to date, and solicited critical feedback from participants. H.E Secretary General of the National Road Safety Committee and H.E Major General Ty Long of the Traffic Police and Public Order Department, General Commissariat of National Police gave remarks, which were later quoted in local media in addition to AIP Foundation’s press release. HSHO staff used the event to build support ahead of the January 2016 enforcement start for the passenger helmet law, underlining the importance of including child passengers. Three fruitful group

discussions, divided by national, sub-national and private sector, took place on topics that included: (1) fines for non-helmeted motorcycle passengers, including children; (2) the suggestion that the government may reduce or/and remove taxes for import of quality-verified helmet; (3) the role of media in promoting helmet use awareness and good behavior; and (4) ways to further develop the capacity of traffic police.

4.2.4 Develop National Passenger Helmet Enforcement Action Plan

The General Commissariat of the National Police gave final approval to the National Passenger Helmet Enforcement Action Plan on October 27th, 2015. This included re-confirmation of the Government's set date of January 1st, 2016 to begin stringent enforcement of the law, denoting a level of commitment by the necessary actors to do so effectively.

4.3 District-Wide Activities

4.3.1 Host District-Level Stakeholder Workshops



Traffic police discuss what support they need for enforcement activities

During October and November 2015, the EEC team held six second district-wide stakeholder workshops in the three target provinces.

Table 3 District-Wide Stakeholder Workshops

Date (2015)	Province	District	# of Participants
October 6 th	Kampong Speu	Chbarnon	28
October 7 th	Kampong Speu	Samroutoung	32
October 20 th	Kandal	Kein Svay	38
October 21 st	Kandal	Takhmao	26
November 4 th	Phnom Penh	Chamkarmorn	25
November 17 th	Phnom Penh	Chbampov	25

With objectives similar to the nationwide stakeholder workshop (see 4.2.1), these workshops convened a total of 194 participants, who were updated on HSHO progress to date and invited to give their critical feedback. Participants mainly included officials from the department of traffic police and public order, national road safety committee, provincial governor and relevant officials, traffic police, school representatives, and road safety working group in target communes. As a main outcome, participants gave full support for the inclusion of children in the enforcement of fines for non-helmeted motorcycle passengers, and for the reduction of state taxes on quality-verified helmet imports.

4.3.4 Develop District Passenger Helmet Enforcement Action Plans

All six district-level actions plans have been drafted and are currently being checked for inconsistencies between English and Khmer versions, as well as against the content of the National Enforcement Action Plan, approved October 27th (see 4.2.4.) By mid-December, HSHO team plans to hold meetings with relevant district-level police to gain final review and approval of the six respective action plans.

4.4 Commune-Wide Activities

4.4.1 Host Commune-Wide Meetings



AIP Foundation staff and local authorities display proper helmet wearing

One commune-wide meeting remaining from the previous quarter was held on September 17th in Chba Ampov 1 Commune, Chba Ampov District, Phnom Penh Province. It included a presentation of HSHO progress, a discussion on structuring of the road safety working group, and on the importance of including children under fines for non-helmeted motorcycle passengers. Otherwise, no new activities were planned for this quarter.

2.3. Cross-Cutting Activities

2.3.1 Monitoring and Evaluation (M&E)

5.1 SBP M&E

5.1.1 Conduct School Helmet Observations

School helmet observations for the second year under HSHO will begin from December 2015.

5.1.2 Conduct Crash Monitoring

As during year one, a school coordinator in each target school will complete a Crash Notification Form when incidences occur. Twice during this new school year, AIP Foundation will visit target schools to conduct in-depth interviews with students/teachers involved in incidences, using the Crash Investigation Form to ascertain details of the incident including if the student/teacher was wearing a helmet.

5.3 BCC M&E

5.2.3 Conduct Media Monitoring

Media monitoring will commence for four months from December 2015, once the revised BCC materials are aired (3.2.3).

5.3 EEC M&E

5.3.1 Conduct Enforcement Study Tour Feedback Surveys

Focus Group Discussions (FGDs) were held during the reporting period for participants from both the national and district level study tours. They sought to assess how participants used/are using the knowledge they gained from the tours to provide inputs into the development of national and district level passenger helmet enforcement action plans.

With the same objective, one district-level in-depth interview (IDI) was held with Mr. Sath Set, Deputy Inspector of District Police, Samrong Tong District, Kampong Speu Province.

Overall, participants' feedback indicated a heightened awareness of education and awareness raising as important instruments for the effective enforcement of fines. Knowledge gained during the tour was put into practice in the development of enforcement action plans and citizens' engagement activities. For more details, please refer to: Annex IV. National level FGD; Annex V. District level FGD; and, Annex VI. District level IDI.

5.4 Project-Wide M&E

5.4.1 Conduct Routine Monitoring

The HSHO team conducts routine monitoring to keep track of outputs from project activities. For the quarter, monitoring covered helmet distribution (2.2.2), public outreach (3.3.1, 3.4.3), policy briefings (4.1.1) and stakeholder engagement (3.1.2, 4.2.1, 4.3.1, 4.4.1). All data is regularly entered into AIP Foundation's monitoring database, where it is verified by the M&E team in Vietnam and extracted for reporting and evaluation purposes.

5.4.2 Conduct Project-Wide Helmet Observations

Handicap International (HI), the agency contracted to conduct quarterly helmet observations for HSHO target and control areas, submitted their October 2015 report for fifth quarterly data collected during August 2015 (see Annex VII).

As it found, from August 2014 to October 2015, motorcycle passenger helmet use increased from 10% to 14.7% in the target communes, compared to 12% to 14.2% in the six control communes. Since August 2014 baseline observation, passenger helmet wearing rates increased by 4.7 percentage points in target communes, compared to 2.2 percentage points in control communes.

Sixth quarterly observations by HI are underway during November 2015.

5.4.3 Coordinate with Local Agency for Injury and Fatality Data Extraction

The 2014 Summary Report of Road Crash and Victim Information System (RCVIS) (i.e. national data) was received in mid-October 2015 (see Annex VIII). The RCVIS unit is verifying an extract report on monthly data on crashes, injuries and fatalities from July-December 2014 from target and control areas, presented in simple tables and graphs.

5.4.4 Consult with Technical Consultant

In November, HSHO had a regular consultation with a representative from the United States Centers for Disease Control and Prevention (US CDC). Topics covered included: update on HSHO and upcoming enforcement; discussion on the timeline for 2016 helmet observations; the high-level conference in Brasilia marking the mid-point of the UN Decade of Action for Road Safety; current or upcoming opportunities to submit project-related abstracts/concept notes.

2.3.2. Materials Development

AIP Foundation developed Information, Education, and Communications (IEC) materials to support project activities during the quarter, as shown in Table 4 below.

Table 4 IEC Materials Summary

Activity	IEC Materials	Target Audience
3.1.1 Design and Produce BCC Materials	Revised Television and Radio Commercials	Cambodia's public nation-wide
3.1.2 Host Consultative Stakeholder Meeting to Review BCC Materials	Backdrop for the event	Event participants including from the National Road Safety Committee, National Police, government ministries, and media.

4.1.1 Disseminate Policy Briefs	HSHO 4 th Policy Brief titled “Cambodia’s Road Crisis: Effective Enforcement of the Passenger Helmet Law Must Include Children.”	District-level and national-level government stakeholders; wider stakeholders including the international community and private sector in Cambodia
4.2.1 Host Nation-wide Stakeholder Workshop	Backdrop for the event	Event participants including national and provincial level government representatives, development and private sector partners, and media.
4.3.1. Host District-Level Stakeholder Workshops	Backdrop for the event	Event participants including national and provincial level government representatives, development and private sector partners, and media.

2.3.3. Procurement

During the reporting period, AIP Foundation procured contractual services for the HSHO project as outlined in the approved budget under the contract. All procurements were done in accordance with USAID, the Government of Cambodia, and AIP Foundation regulations. A summary of completed (Table 5) and pending (Table 6) procurements are presented below.

Table 5 Completed Procurements

Activity	Procurements	Provider	Funding Source
3.2.7 Install and Display Billboards	Install Billboard Stands and Display Billboards in Kien Svay District, Kandal Province	RKT Printing and Advertising	USAID
4.2.1 Host Nation-Wide Stakeholder Workshop	2nd Nation-wide stakeholder workshop	Imperial Garden Villa & Hotel	USAID
3.1.1 Design and Produce BCC Materials	Purchase original footage for TV and Radio commercial	17 Triggers Consulting Asia Co.,Ltd	USAID
3.1.1 Design and Produce BCC Materials	Revise BCC television and radio commercial	COMZONE (Cambodia) Co.,Ltd	USAID

3.1.2 Host Consultative Stakeholder Meeting to Review BCC Materials	Consultative Stakeholder Meeting	Phnom Penh Hotel	USAID
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Table 6 Pending Procurements

Activity	Procurements	Provider	Funding Source
5.4.2 Conduct Project-Wide Helmet Observations	Helmet observation studies	Handicap International	USAID
5.4.3 Coordinate with Local Agency for Injury and Fatality Data Extraction	Extract and reporting on injury and fatality data	General Secretariat of National Road Safety Committee	USAID

3. Challenges and Opportunities

3.1 Challenges

Over the reporting quarter, the HSHO team encountered a number of challenges to learn from and to monitor across the three project components, as elaborated below.

More generally, the recent departure of project staff posed an internal challenge. Though small-scale, this incurred additional workloads for remaining staff during the period(s) of recruitment.

School Based Program

Surrounding the start of the 2015-2016 school year on November 1st, project school staff were busier than expected, which incurred slight delays to SBP. Logistical difficulties, including late registration of new-entry students, were beyond the influence of the SBP team. These challenges underlined the importance of close and continued cooperation between school staff and the project team. School staff remain fully committed to successfully carrying out their SBP implementation plans, as evidenced through the initiative they have shown in regularly updating HSHO staff about their status and availability.

Behavior Change Communications

During the reporting period, the BCC team had to ensure government approval of the revised BCC

tagline. This process affected the design of all materials and required close cooperation with the creative agency to remain on track to air the television and radio commercials from December.

Regarding airing, the project team faces the challenge of a limited number of media monitoring agencies (see 5.2.3) available in Cambodia (three total), not all of which conduct a full-range of services.

Enabling Environment Campaign

EEC activities are largely reliant upon Cambodian authorities' cooperation and participation; delays incurred therein are often beyond the control of HSHO project team. During this reporting period, for instance, a district authority was slow to grant permission for participants in EEC workshops, requiring a full month to respond to HSHO's request.

Given the short period of time between commune-wide, district-wide, and nation-wide activities under EEC, some government officials have expressed confusion in distinguishing the objectives or accomplishments between these levels.

Close and continued contact by EEC with project partners proves essential to the successful achievement of activities – both to HSHO team's and counterparts' satisfaction.

Monitoring and Evaluation

One on-going challenge under the project is the lag in publication of official data from the Government. For example, only in October 2015 did the 2014 RCVIS Summary Report become available.

Additionally, as mentioned above, the reporting period saw the departure of AIP Foundation's Ho Chi Minh City-based M&E Manager. Given the nature of such knowledge-based positions, this gap in staff was felt across the HSHO team, who in turn partook in various internal M&E trainings as needed in order to complete project tasks satisfactorily. Recruitment of a new M&E Manager was a top priority for AIP Foundation, and a suitable candidate was hired.

3.2. Opportunities

On September 25th, 2015, over 150 world leaders convened in New York to officially adopt the UN's Post-2015 Sustainable Development Goals (SDGs), which include two key road safety targets. Recognition of road safety as essential for global development comes after years of advocacy efforts; as part of the effort, AIP Foundation helped to collect over 500,000 signatures for the #SaveKidsLives campaign, credited with influencing decision-makers in drafting the SDGs.

Building off of this momentum, and marking the mid-point of the UN's Decade of Action for Road Safety, AIP Foundation's CEO and Cambodia Country Director participated in the 2nd Global High-Level Conference on Road Safety, from November 18th – 19th in Brasilia, Brazil. The Conference, titled

"Improving Global Road Safety", brought together over 2200 delegates from more than 110 countries, including 70 ministers of transport, health and interior; senior officials from UN agencies; representatives of civil society; and business leaders who agreed on the 'Brasilia Declaration' to "intensify both national action and international cooperation" to meet the road safety targets included in the SDGs. At a side-event focusing on children and youth, Cambodia Country Director Mr. Pagna Kim presented results from HSHO's SBP year one.

On September 22nd, 2015, the 2015 Secretary-General Report was issued worldwide by the UN General Assembly Conference Services. The report provides an updated description of activities and achievements by the global road safety community in pursuance of the objectives of the Decade of Action for Road Safety (2011-2020) since the previous report. AIP Foundation and its work, including HSHO, was featured in Pillar 4, Safer Road Users, Article 44.

And again, global recognition was given to AIP Foundation when the original BCC television commercial developed under HSHO was selected by the American Public Health Association (APHA) for the 2015 APHA Global Public Health Film Festival held during APHA's Annual Meeting and Expo (Oct. 31 – Nov. 4, 2015) in Chicago, Illinois, USA.

Finally, also in September 2015, AIP Foundation's President Mr. Greig Craft gave a presentation at the U.S. National Transportation Safety Board, an independent U.S. federal agency charged with determining the probable cause of transportation accidents, promoting transportation safety, and assisting victims of transportation accidents and their families.

4. Changes to Project Plan

No substantial changes have been made to the project plan in this quarter, with only slight delays or adjustments as mentioned above.

5. Non-Political Assistance

On September 12th, 2015, AIP Foundation submitted the three following formal assurances to USAID-DIV regarding USAID-DIV's concerns over the perceived political involvement of the Union of Youth Federations of Cambodia (UYFC): (1) USAID funding is not being directed to UYFC in any form; (2) AIP Foundation will not associate USAID branding and UYFC branding on materials for display or distribution; and (3) AIP Foundation commits to mitigating any appearance of political assistance or support under the USAID-supported HSHO Project. Toward this end, AIP Foundation has included into milestone reporting (beginning with Milestone 6) a component that describes how AIP Foundation has endeavored to maintain non-political assistance.

It continues to hold true that AIP Foundation has ceased all cooperation with UYFC under HSHO.

Moreover, AIP Foundation does not collaborate, nor offer any form of support to, politically-affiliated, nor religiously-affiliated, organizations under HSHO.

6. Next Quarter Activities

The following activities, as shown in Table 7, will be completed in the next reporting quarter, December 1st, 2015 through February 29th, 2016:

Table 7 Next Quarter Activities

Date	Activity
Dec-15	2.5.1 Distribute Parent Commitment Letters and Flyers
Jan-16 – Feb-16	2.5.2 Organize Parent Information Sessions
Jan-16	2.6.1 Organize Student Activities to Promote Road Safety
Dec-15, Jan-Feb-16	2.7.1 Install and Display Helmet Use Billboards
Dec-15, Jan-Feb-16	2.7.2 Hang and Display Helmet use Posters
Dec-15	3.2.1 Host Press Conferences
Dec-15, Jan-Feb-16	3.2.2 Coordinate Public Relations Campaign
Dec-15, Jan-Feb-16	3.2.3 Air Television Commercial
Dec-15, Jan-16	3.2.4 Produce and Air Televised Roundtable Discussions
Dec-15, Jan-Feb-16	3.2.5 Air Radio Commercial
Dec-15, Jan-Feb-16	3.2.6 Produce and Air Radio Talk Shows
Dec-15, Jan-Feb-16	3.2.7 Install and Display Billboards
Dec-15, Jan-Feb-16	3.2.8 Hang and Display Long Banners
Dec-15, Jan-Feb-16	3.2.9 Post and Display Tuk Tuk Panels
Dec-15, Jan-Feb-16	3.4.2 Promote Campaign through Loudspeakers
Dec-15, Jan-Feb-16	3.2.3 Organize Door-to-Door Campaign
Dec-15, Jan-Feb-16	3.4.4. Distribute Flyers in Common Areas
Dec-15	4.4.1 Host Commune-Wide Meetings
Dec-15, Jan-Feb-16	5.1.1 Conduct School Helmet Observations
Dec-15, Jan-Feb-16	5.1.2 Conduct Crash Monitoring
Dec-15, Jan-Feb-16	5.2.3 Conduct Media Monitoring
Dec-15, Jan-Feb-16	5.4.1 Conduct Routine Monitoring
Feb-16	5.4.2 Conduct Project-Wide Helmet Observations
Feb-16	5.4.2 Conduct Project-Wide Helmet Observations
Dec-15, Jan-Feb-16	5.4.3 Coordinate with Local Agency for Injury and Fatality Data Extraction
Dec-15, Jan-Feb-16	5.4.4 Consult with Technical Consultant

Enabling Environment Campaign Update Report

Head Safe. Helmet On.
September – November 2015

Grant No. AID-OAA-F-14-00012

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Disclaimer

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Acronyms

AIP	Asia Injury Prevention
EEC	Enabling Environments Campaign
HSHO	Head Safe. Helmet On.
USAID-DIV	United States Agency for International Development, Development Innovation Ventures

1. Executive Summary

The Enabling Environments Campaign (EEC) is one of three programmatic components within the two-year “Head Safe. Helmet On.” (HSHO) project in Cambodia, supported by the United States Agency for International Development’s Development Innovations Ventures (USAID-DIV). HSHO implementation period runs from June 1, 2014 to June 1, 2016; EEC has completed year one activities and evaluated its progress to date.

EEC supports the commitment towards and effectiveness of enforcement of Cambodia’s new passenger helmet law, which was promulgated in January 2015, by continuously building the capacity of and engaging relevant stakeholders, including traffic police and government officials, as well as producing evidence-based advocacy materials aimed at influencing policy decisions.

This summary report under HSHO Milestone 7 presents an elaboration on core EEC activities – namely, study tours, workshops and action plans at both national and district levels – and achievements made therein. Further, it takes stock of broader progress Cambodia has made since project start with regards to motorcycle passenger helmet use. The report concludes with overall lessons learned and recommendations for the future.

2. Update on EEC Activities

2.1 Study Tours

2.1.1 National-level

In December 2014, HSHO organized a study tour to Vietnam and Singapore on successes and challenges in enforcing helmet laws, for two representatives from Cambodia’s National Traffic Police, one from the National Road Safety Committee, and two AIP Foundation representatives.

Through in-depth interviews and focus group discussions, participants indicated that the tour was productive in framing a holistic approach to enforcement, one that included education and awareness raising alongside strengthened management systems and infrastructure. While knowledge gained did not affect the day-to-day tasks of participants upon their return, it did inform greater citizens’ engagement by traffic police. Please refer to Quarterly Progress Reports under Milestone 6 and Milestone 7 for more information.

2.1.2 District-level

Similarly to 2.1.1, in March 2015, HSHO organized a study tour to Vietnam on successes and challenges in enforcing helmet laws, for Cambodian representatives: one traffic police from each HSHO target district, one national-level government representative, and two AIP Foundation representatives.

Lessons learned at the district level were similar to those of the national level tour. Participants' feedback indicated a heightened awareness of education and awareness raising as important instruments for the enforcement of fines. Knowledge gained during the tour was put into practice by district level representatives in developing enforcement action plans and citizens' engagement activities. Please refer to the Quarterly Progress Report under Milestone 7 for more information.

2.2 Workshops

2.2.1 National-level

National-level study tour participants (2.1.1.) presented their experiences and lessons learned at a national-level workshop held in January 2015, where plans kicked off to develop a national passenger helmet enforcement action plan. The workshop gathered approximately 65 attendees, including media members.

2.2.2 District-level

Participants from the district-level study tour (2.1.2) presented best practices from Vietnam at two district-level workshops held in April 2015, where plans kicked off to develop district-level passenger helmet enforcement action plans. The two workshops gathered an approximate total of 110 attendees and included media members.

2.3 Action Plans

2.3.1 National-level

From January 2015 to May 2015, national-level workshop participants (2.2.1) – including officials from the Department of Order, Ministry of Interior, and national traffic police – collaborated to develop and finalize a national enforcement action plan, with coordination by AIP Foundation. The General Commissariat of the National Police approved the plan on October 27th, 2015.

2.3.2 District-level

From April 2015 until June 2015, district-level workshop members (2.2.2) –including officials from the Department of Order, Ministry of Interior, and district traffic police - collaborated to develop six district-level action plans. These plans are currently in draft form, being checked for inconsistencies between the Khmer and English versions, as well as against the content of the approved national plan (2.3.1). Once complete, by mid-December the EEC team will hold meetings with district-level police to gain final

approval for the six respective plans.

2.4 Advocacy Efforts

EEC has developed four policy briefs to date:

- i. Cambodia's Road Crisis: The revised traffic law is needed now (July 2014)
- ii. Cambodia's Road Crisis: Essential support is needed now (December 2014)
- iii. Cambodia's Road Crisis: Strict enforcement of motorcycle passenger and child helmet law is essential (July 2015)
- iv. Cambodia's Road Crisis: Effective Enforcement of the passenger helmet law must include children (November 2015)

These have been disseminated through EEC gatherings at all levels, and are shared with national and international stakeholders to lobby support for Cambodia's commitment to motorcycle passenger helmet use. Please refer to previous Quarterly Reports under Milestones 2, 4, 6, 7 respectively for more information.

2.5 Commune-level Activities

EEC periodically hosts local-level meetings in 18 total target communes. During these meetings, commune representatives convene alongside media representatives to hear updates on HSHO; discuss passenger helmet law enforcement; and coordinate commune-based campaign activities as part of HSHO's Behavior Change Communications. The first two rounds of commune-wide meetings in each target district were held between October and December 2014, and June and July 2015. The third round is planned for December 2015 – where agenda items will cover commune councils' budgets for enforcement, as well as the inclusion of children in enforcement – and the fourth between April and May 2015.

3. Update on EEC-related Achievements

3.1 Timeline of Major Achievements

In 2011, Cambodia joined the United Nations Decade of Action for Road Safety, and HSHO began in 2014. The table below outlines major achievements Cambodia has made toward passenger helmet use.

January 9 th , 2015	Cambodia promulgates law requiring motorcycle passengers – including children – to wear helmets.
July 8 th , 2015	<p>Cambodia adopts a sub-decree to the law stipulating fines at 15,000 RIELS for non-helmeted passengers.</p> <p>However, child passengers are left out of the sub-decree on fines. (See 3.3)</p> <p>The National Road Safety Committee is</p>

	re-structured, now under the authority of the Ministry of Interior, which oversees Traffic Police.
July 31 st , 2015	NGO Working Group on Road Safety is formally established in Cambodia.
October 27 th , 2015	General Commissariat of the National Police approves Cambodia's National Passenger Helmet Law Enforcement Plan

Forecasted

December 2015	<p>HSHO target districts to adopt respective passenger helmet law enforcement action plans.</p> <p>AIP Foundation in Cambodia to run "countdown campaign" to upcoming passenger helmet law enforcement.</p>
January 2016	Cambodia to begin stringent enforcement of the passenger helmet law.

3.2 Establishment of NGO Working Group on Road Safety

On July 31st, 2015, Cambodia established its first NGO Working Group on Road Safety. Its aim is to coordinate road safety initiatives in-country and collaborate on key advocacy efforts.

AIP Foundation is an active member and, thus far, has utilized this platform to gain strong support for the passenger helmet law and the inclusion of children in enforcement (see 3.3). Working group representatives are invited to relevant HSHO and EEC activities, including TV and radio talk shows and at commune-level meetings.

Founding membership is comprised of the following organizations:

- AIP Foundation
- Advocacy and Policy Institute
- Cambodian Red Cross
- Coalition for Road Safety
- Cambodia Movement for Health
- Handicap International
- Women Media Center

The working group meets regularly in the fourth week of each month. To date, main plans and activities have comprised of public awareness raising on dangerous road habits, commemoration for victims of road crashes, and meetings with national and commune level government bodies on road safety initiatives.

3.3 Support for inclusion of children in enforcement

Despite the visible progress being made related to EEC, one major issue remains the Government's exclusion of children from the sub-decree on fines for non-helmeted motorcycle passengers.

While a primary focus of EEC is to ensure that the Government remains firmly committed to enforcing the law from January 1st, 2016, a top priority for 2016 is to lobby for the inclusion of children in the sub-decree.

Importantly, AIP Foundation has achieved strong support from:

- NGO Working Group on Road Safety
- Deputy Inspector of the Traffic Police, who determined his support based off of data presented by EEC at national and district level workshops, and who since voiced his intention to act as proponent for amendments to the sub-decree on fines.



District level representatives raise hands to show support for including children in passenger helmet law enforcement

Moving ahead, EEC will continue to widely disseminate its fourth policy brief and raise greater necessary support. Moreover, AIP Foundation will utilize its experience in Vietnam, a neighboring country whose success in enforcing motorcycle helmet laws from 2007 likewise excluded children. Since, AIP Foundation implemented multi-year campaigns integrating advocacy, communications, school programs, and capacity building for key stakeholders; notable increases in child helmet wearing rates have been measured in target areas.

4. EEC Year One Conclusions

4.1 Challenges, Lessons Learned, and Recommendations

(I) Given the nature of EEC, activities often rely on the good cooperation of authorities and other key stakeholders. As a result of busy schedules or lengthy protocols – e.g. up to one-month wait to gain approval for district-level workshops – delays are sometimes incurred on project activities.

- Although these are often beyond the influence of the EEC team, it is imperative to maintain close and constant contact with key stakeholders, in order to ensure that their commitment to the project remains firm. Additionally, clear and forward planning of events helps to avoid scheduling conflicts for counterparts.

(II) While traffic police in HSHO target areas have engaged in capacity-building under EEC, there are opportunities nation-wide to strengthen professional development for law enforcement officials.

- NGOs, including AIP Foundation, and international organizations, should look into the possibility of organizing study tours and training-of-trainers within traffic police to share knowledge on enforcement practices nation-wide.

(III) The recent establishment of the NGO Working Group on Road Safety is a positive step forward in addressing Cambodia's serious road safety issues, especially related to traffic law enforcement.

However, especially because the group is new, there is limited knowledge and resources among the representatives. Additionally, some members are changed or rotated by their NGOs, which may slow progress between or during meetings.

- Through EEC, AIP Foundation brings to the table over 15 years of experience as a global road safety NGO. During the early stages of the working group, AIP Foundation is making added efforts to contribute to building the group's capacity as an effective, sustainable network and government partner in tackling the road crisis.

(IV) EEC notes positive reception of its advocacy efforts under HSHO, and should explore ways to expand its outreach to new stakeholder groups.

- For example, this could entail encouraging factories and other networks (e.g. businesses, NGOs) in Cambodia to incorporate helmet use into staff policy and regulations.

(V) The national and district level study tours conducted under EEC received positive feedback and were deemed useful to participants' work. AIP Foundation recognizes these as a successful tool to improve helmet use through the exchange of experiences and lessons learned with neighboring countries.

- Additional study tours are recommended for relevant stakeholders, including on the inclusion of children in passenger helmet enforcement.

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